REMARKS

Favorable reconsideration of this application, in light of the following discussion, is respectfully requested. After entry of the foregoing amendment, Claims 9-13 and 15-27 remain pending in the present application. No new matter has been added.[1]

By way of summary, the Office Action rejected Claims 9-13 and 15-27 under 35 U.S.C. § 103(a) as obvious over U.S. Patent Application Publ'n No. 2003/0210226 to Ho et al. (hereinafter "Ho") in view of U.S. Patent No. 7,152,210 to Van Den Hoven et al. (hereinafter "Van Den Hoven").

In light of that rejection, independent Claims 9, 15, and 23 have been amended to clarify the claimed inventions and to thereby more clearly patentably define over the applied references.

Amended Claim 9 is directed to a multimedia preview system including, in part,

> controlling means for adapting a detail level of a
> presentation of the at least one of the text and the image,
> depending on at least markup tags associated with the requested
> multimedia data and a frequency of the commands and
> depending upon a combination of the spatial, temporal and
> semantic layout of said data, . . . the controlling means
> including a touch-sensitive display configured to navigate
> through the requested multimedia data to be previewed.

Applicants respectfully submit that Ho and Van Den Hoven fail to disclose or suggest those features.

Ho describes that, in the process of browsing through a book, one can "(a) flip through the pages at varying speeds depending on the level of detail at which one wishes to view the material in the book . . . ."[2] Further, Ho refers to Fig. 1D, which depicts a process by which, because of increased speed of moving through the browsing book 100 by flipping

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[1] The amendments to independent Claims 9, 15, and 23 find support at least in the specification at page 12, lines 8-13, in the paragraph bridging pages 13 and 14, and at page 23, lines 24-31.

[2] Ho, paras. [0009]-[0010].

the pages, more than one page (122-125) is shown to be moving across the computer screen at the same time.[3]

Ho describes that, since the virtual book 400 is represented as a two-page spread, the software that generates the virtual book 400 can transmit information on which two pages the reader is currently looking at, but it is not able, by itself, to know which one of the two pages the reader is looking at, unless it is aided by other hardware or software.[4] One method to achieve this, according to Ho, is to use an eye-fixation tracking device (consisting perhaps of a camera trained on the eyes of the reader together with some eye-fixation analyzing software) that feeds the information of the eye-fixation pattern of the reader through the channel 401 to the analyzing software 402.[5] Further to Ho, the same method can also be used to track which specific parts (e.g., 410, 411, 412) on the pages that the reader is looking at, and hence provide higher resolution information on the reading pattern down to specific parts (410, 411, 412) of the pages in the virtual book 400.[6]

Further yet, Ho describes that the information (e.g., the raw data 500 or some data derived from it) on the reading pattern thus obtained through the method described in FIG. 4 of Ho can be used in a variety of ways.[7] According to Ho, one way is to use this information to modify the contents and layout of the information in the book 400 either off-line or in real-time to achieve the maximum impact of information delivery.[8] In Ho, it is supposed the pages in the virtual book 400 contain advertisements specifically targeted to impress certain information on the reader, and another way the reading pattern information can be used is to gauge the effectiveness of these advertisements (e.g., the more time the reader spends on an

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[3] Id., para. [0050].
[4] Id., para. [0075].
[5] Id.
[6] Id., para. [0076].
[7] Id., para. [0079].
[8] Id.

advertisement, the more effective it is).[9] According to <u>Ho</u>, this has an important implication

for an Internet or electronic advertisement process as charges on advertisements can then be

fine-tuned according to a reading/browsing/viewing pattern.[10]

Therefore, <u>Ho</u> discloses at most that the displayed data may be presented based on

temporal and spatial characteristics and not "controlling means for adapting a detail level

. . . , depending on at least markup tags associated with the requested multimedia data and a

frequency of the commands and depending upon a combination of the spatial, temporal and

semantic layout of said data," as recited in amended Claim 9.

Therefore, <u>Ho</u>, in addition to not disclosing that the controlling means includes "a

touch-sensitive display configured to navigate through the requested multimedia data to be

previewed" is also silent regarding "controlling means for adapting a detail level . . . ,

depending on at least markup tags associated with the requested multimedia data and a

frequency of the commands and depending upon a combination of the spatial, temporal and

semantic layout of said data," as recited in amended Claim 9.

<u>Van Den Hoven</u> does not compensate <u>Ho</u> for the lacking features, since <u>Van Den</u>

<u>Hoven</u> is only directed to browsing a collection of images at various speeds.[11] It is

respectfully submitted that <u>Van Den Hoven</u> does not disclose or suggest "controlling means

for adapting a detail level . . . , depending on at least markup tags associated with the

requested multimedia data and a frequency of the commands and depending upon a

combination of the spatial, temporal and semantic layout of said data, . . . the controlling

means including a touch-sensitive display configured to navigate through the requested

multimedia data to be previewed," as recited in amended Claim 9.

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[9] <u>Id.</u>
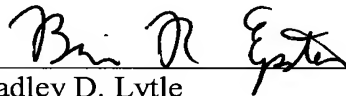[10] <u>Id.</u>
[11] Office Action at 3.

Thus, it is respectfully submitted that independent Claim 9 (and all associated dependent claims) patentably distinguishes over any proper combination of <u>Ho</u> and <u>Van Den Hoven</u> for at least the foregoing reasons.

It is further submitted that independent Claims 15 and 23 (and all associated dependent claims) patentably distinguish over any proper combination of <u>Ho</u> and <u>Van Den Hoven</u> for at least reasons analogous to those set forth above with regard to Claim 1.

Consequently, in view of the present amendment and in light of the foregoing comments, it is respectfully submitted that the present application is patentably distinguished over the applied references and is in condition for allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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